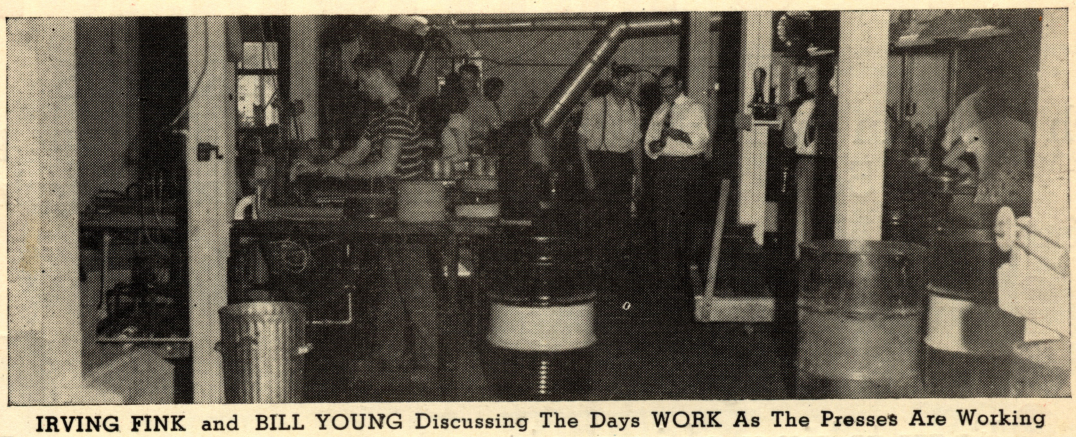
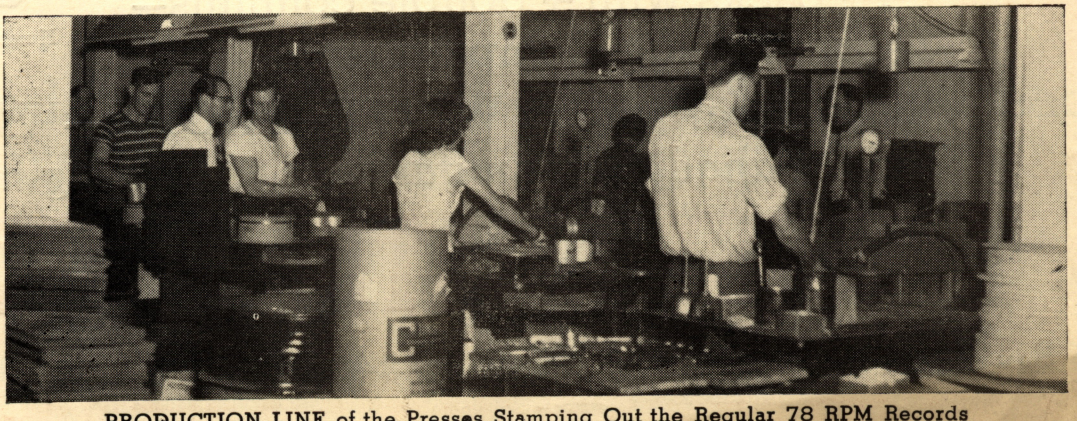
THE CANADIAN
COIN BOX
& VENDING

Now Pressing Nercury Hits in Canada !



IRVING FINK and BILL YOUNG Discussing The Days WORK As The Presses Are Working

MELCURY RECORD PRESSES at their Mewmarket Plant on Production of their New 45 RPM Records.



PRODUCTION LINE of the Presses Stamping Out the Regular 78 RPM Records

JULY '50

In This Issue

MOE FINE
Story by Ed.

"Merchandising Music"

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

Start Your Own Profitable Route!

with a

DEPENDABLE TIME TESTED PROVEN

fully automatic electric

VEND-O-MATIC MACHINES

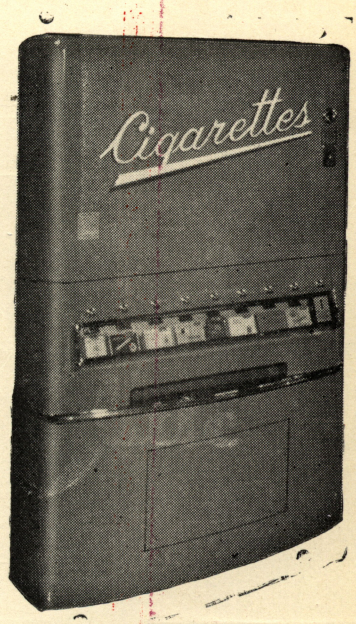
VENDS 8 POPULAR BRANDS

Each Column individually adjustable for different prices ranging from 5c to 52c and for different sized merchandise.

SPECIAL DOUBLE COLUMNS AVAILABLE FOR FAST MOVING BRANDS

- Sturdily built for long life.
- Fast Loading
- Easy taking of inventory
- *Never failing gravity fed delivery*
- First pack in—first out
- Credit Indicator

NO STALE MERCHANDISE



Humans Err—Vend-O-Matic Never

CAPACITY

328 packs in single columns—
444 packs with 4 double columns—
Large Storage Compartment.

For further particulars WRITE—PHONE—WIRE to the FIRST Canadian manufacturer of vending machines

VEND-O-MATIC LIMITED

526 Bay Street ADelaide 8466-7 Toronto, Ontario

Merchandising Your Music

By
Hirsh de La Viez

Being from Washington, I guess I'm supposed to be able to give all of you the real low-down on what's going on in the Government.

There are more rumors floating around in Washington than there are Iowans in California. But all I can tell you for a fact is that the Income Tax Collector is busier than a bird dog and that the money is apparently going out faster than it's coming in.

The members of our Washington Music Guild tell me that "The Missouri Waltz" definitely isn't one of the leaders of the Hit Parade . . . at least not in the District of Columbia. But that doesn't make much difference, because people in Washington can't vote anyhow.

However just because we can't vote for our civic officials in Washington, don't think for a moment that the Nation's Capital isn't a civic-minded city. We are. And I'm proud to tell you that the Washington Music Guild, an organization of juke box operators, has played a very important role in Washington's civic affairs during the past year.

About three years ago, the juke box operators of the Washington area got together for the purpose of mutual betterment. We called our new organization the WASHINGTON MUSIC GUILD, and duly incorporated it as a trade association.

The ideals and purposes of the Guild were and are: To establish, foster, promote and sustain a more harmonious relationship among operators of juke boxes . . . and to maintain a standard of ethical practises in furtherance of a high degree of fair and honorable competition among members. The Guild, we decided, would donate juke boxes and records to any charity or civic clubs whenever called upon to do so . . . regardless of race, color or creed, for the purpose of helping to eliminate juvenile delinquency.

That's a pretty ambitious program, you'll have to admit. The fact that we were all able to get together and really fulfill the terms of our agreement is a constant source of satisfaction to all of us.

And I will tell you perfectly frankly, it has paid us off a hundred times over . . . in actual cash returns, in public recognition of ours as a legitimate and responsible calling, and in the good will of our patrons and customers.

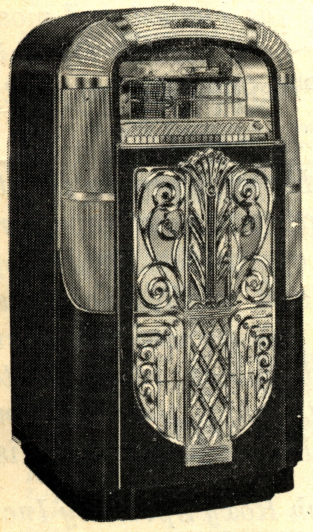
I won't fool you. We didn't get together just because we are all a bunch of high-minded, public-spirited do-gooders looking for new places to do good.

We weren't desperate, either. Just like operators all over the country, we were feeling a definite let-down after the tremendous boom of the War. We got together to see what could be done about it co-operatively.

You'd be surprised what amazing facts a little honest self-searching will uncover. It's the easiest thing in the world to blame the public

(continued on Page 11)

Canada's Best Buy



The PHONOGRAPH That Sells—MUSIC

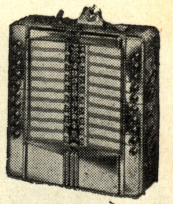
QUALITY is a Bargain at any Price

Brand New . . .

Rock-ola Model 1424 Hideway $650.00

Rock-ola Model 1530 Wall Boxes $55.00

30 Wire Cable - - - - - 20c Ft.



MODEL 1530 WALL BOX

Used Machines . . .

Rock-Ola Model 1422 - - - . $495.00 each

WRITE WIRE PHONE

Mortimer Sales Co.

1269 AMHERST STREET PHONE AMherst 1400 MONTREAL, Quebec

COIN BOX

JULY 1950

Vol. 2 — No. 26

Edited and Published in Owen Sound, Ontario

BY EDDIE SARGENT

Printed by THE GEORGIAN PRESS

United States Representative — McIntyre, Simpson & Woods, Chicago

Advertising and Copy Deadline 10th of Each Month

RATES ON REQUEST

Editorial

By the Editor

Featuring Moe Fine

COIN BOX PIONEER

Meet Moe Fine, President of Roxy Specialty Inc., pioneer of the coin-operated game business in Canada and for over twenty-two years one of the best known figures in the popular amusement supply picture.

Mr. Fine came to Canada from Scotland some 42 years ago, settling in Montreal where he engaged in business. Highly successful in many staple lines, he eventually turned his attention to the coin-operated specialty devices which were then making their appearance in Europe and in the United States. Seeing the opening for such things in Canada, Mr. Fine organized the Roxy Specialty Inc. firm and decided to embark on a programme of importation. In this endeavour he proved to himself, and to others, that Canada was indeed a ripe field for the nickel amusement machine.

As time progressed, however, import regulations became increasingly difficult and Mr. Fine was faced with the necessity of manufacture in this country. The result of this situation was the establishment of the Mafco Corporation which now operates one of the busiest and most complete small factories in Canada. Of this concern Mr. Fine is both President and majority stockholder.

A recent visit to the Mafco plant in Montreal proved highly interesting to your reporter. A staff of highly trained operatives, headed by two qualified electrical and radio engineers, build the machines from the ground up, even winding the complicated cables required to operate the electrical units which they contain.

The entire output of this modern factory is, naturally, released through Roxy Specialty Inc., which now covers the entire country from coast to coast. As well as this the Roxy organization is exclusive distributor in Canada for the Chi Coin Machine Co. and the Exhibit Supply Company.

Latest expansion of Roxy interests is the undertaking of the exclusive distribution in Quebec, Nova Scotia, New Brunswick and Prince Edward Island of the A.M.I. Phonographs, a venture which promises to add new laurels to the enterprise and energy of our good friend Moe Fine.

SPECIALS

Wico Thumper Bumpers	$3.95
Exhibit Explosion Bumpers	3.95
Rectifiers—Genco Games	3.95
Coin Chutes A.B.T.	3.95
Sling Shot Bumpers	2.95
Jacob Needles	.69
Jacob Needles, per doz.	7.95

CANADA'S Mail Order House

AUGUST, 1950

WANTED TO BUY

Wurlitzers 1015, 1017, 1100
Seeburgs 146, 147, 148

Hideaways
Post War Wall Boxes

And Pin Games
State Quantity and Price

ADAPTERS, WALL BOXES, SPEAKERS, ETC.

Canada's Largest Supply of Adaptors and Remote Control Accessories for every Phonograph. Write for any type not listed here.

New Packard Adaptor for Twin 12 Rockola	$ 67.50
Rockola 12	49.50
Seeburg	57.50
Mills Throne and Empress	49.50
Wurlitzer Twin 16	69.50
Wurlitzer Twin 12	59.50
Wurlitzer 616	49.50
Wurlitzer 412	49.50
A.M.I. Adaptors	49.50
Wurlitzer Adaptors for All Models Wurlitzer	57.50
Keeney 4-wire Wall Boxes	5.95
Wurlitzer Used, 30-wire	19.50
Rockola 1530, Like New	55.00
Seeburg Adaptors, All Models	49.50
Wurlitzer, 3-wire — 5-10-25c	24.50
Fantasy Lite Up Speaker	19.50
Drum Major Lite Up Speaker	21.50
Buckley 20 and 24 Record	12.50
Buckley Silver and Gold 20-24-32 Rec., Lite Up	19.50
Solotone Location Amplifier, New	59.50
Solotone Location Amplifier, Used	39.00
Aluminum Speaker Baffles	Write
Wurl. 580 Speaker and Remote Selector	125.00
Personal Music Boxes, used	19.50

PARTS AND SUPPLIES

25-Cycle Gearmotors, 5 Balls	$ 11.95
25- or 60-Cycle Gearmotors, 1 Ball	34.50
60-Cycle Motors for All Phonographs	29.00
25-Cycle Motors for All Phonographs	29.00
25-Cycle Gears for All Phonographs	5.00
Wurlitzer Main Fibre Gears	2.95
30-wire Cable-rat and waterproof, per ft.	.25
Plastics for All Model Phonographs	Write
Permo Point Needles	.41
Pfanstiel Needles	.41
Miracle Point Needles, per 100	.32
Bennett Needles, per 100	.32
Cole Needles, per 100	.32
Slow blow fuses, 3/10, 4/10, ½, 2 amp.	.20
Electric Trips for All Models Seeburg and Wurlitzers	7.95

Many Other Parts — Write to Save Money

PENNY GAMES

Kicker & Katcher	$39.50
Pikes Peak	39.50
Target Skill	35.00
Peanut Vendors	9.50
Bingo	24.50
Pitchem	29.50
Card Vendor	25.00
Pop Up	34.50
Electric Grip	35.00
Best Hand	29.50
Mike & Jake	35.00
Bat a Ball	49.50
Try Your Skill	49.50

MANY OTHER PARTS — WRITE TO SAVE MONEY

ARCADE

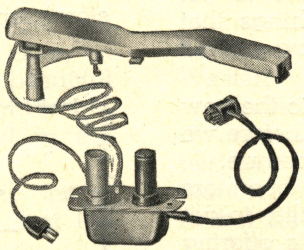
Electric Shocker — 1c	$ 44.50
Gottlieb Grip Scale	39.50
A.B.T. Target Skill	39.50
Mutoscope Sky Fighter	275.00
Mutoscope Post-War Photomatic, Like New (Plenty of Supplies Free)	1,850.00
Whizz Free Play with Stand	65.00
Keeney Air Raider Gun	89.50
Keeney Shoot Your Way to Tokyo	149.50
Shuffleboard, New	149.50
Purist — a Strength Tester	325.00

MISCELLANEOUS

Shoe Shine Machines — 5c or 10c Play	295.00
Convertor — 110-Volt DC, 110-Volt AC	79.50
Used Automatic Pop Corn and Peanut Machine. Not Coin Operated	295.00
Star Pop Corn Machine. Not Coin Operated	375.00
New Metal Hideaway Cabinets	59.50
A.M.I. Mechanism	149.50

LIGHTWEIGHT PICK-UPS

For All Wurlitzers and Seeburgs
Perfect Tone — Easy on Records



Nothing to Change — Just Plug It In
15,000 Plays per Needle
2,000 Plays per Record

Jacobs Replacement Tone Arms — For Wurlitzer	$19.50
For Seeburg (State Phonograph Model When Ordering)	23.50
Electric Trips for All Model Seeburg and Wurlitzer	7.50
Needles for Jacobs Arms — 15,000 plays, per dozen	7.95

COMPLETE HIDEAWAYS

With Adaptors, Amplifiers, Remote Volume Control, Star, Electric Cancel and Speaker

Rockola	$225.00
Wurlitzer	375.00
Seeburg	295.00
A.M.I.	175.00

PHONOGRAPHS

New — 1950
AMI MODEL "C" $1039.00
40 Selection
"King Pin of the Juke Boxes"

— USED — ALL MODELS
Rockola, Wurlitzer, Seeburg — Write For New Low Prices

ONE-BALL

Fairground 4-Coin Multiple	$225.00
Arlington	175.00
Lite-A-Pair	150.00
Flying High	150.00
Cocktail Hour	125.00
Sport Special F.P.	249.50
Dark Horse F.P.	269.50
Record Time F.P.	269.50
Ak-Sar-Ben, 6 Multiple Pay Out	275.00
Skunk Pay Out	110.00
Credit Pay Out	150.00
Preakness Pay Out	175.00
Thorobred	279.50
Victory Special	395.00
Citations	795.00

FIVE-BALL GAMES

Chubby	$ 39.00
Drum Major	39.00
Mascot	39.00
Seven Up	39.00
Roxy	39.00
Bounty	35.00
Supercharger	35.00
Blondie	49.50
Border Town	49.50
Gun Club	49.50
Landslide	49.50
Show Boat	49.50
Sport Parade	49.50
Attention	54.50
Broadcast	54.50
Four Roses	54.50
Spot Pool	54.50
Zig Zag	54.50
Bowling Alley	64.50
Congo, 1 or 5 Ball	64.50
Flying Tigers	64.50
New Champ	64.50
Spotcha	64.50
Stratoliner	64.50
Whizz-Free Play	64.50
Lite-A-Card	75.00
Shooting Star	75.00
Dynamite	119.00
Oscar	125.00
Paradise	125.00
Double Barrel	139.00
Bronko	149.50
Cyclone	224.50

NOTICE: WRITE FOR ANYTHING YOU REQUIRE THAT IS NOT LISTED HERE

ALL prices subject to change without notice.

TERMS—⅓ down, balance on delivery; or—Use our time payment plan of ⅓ down and balance in 3 to 24 months.

ST. THOMAS COIN SALES LTD.

Phone 2648 (VINCENT A. BARRIE) **669 Talbot St., St. Thomas, Ont.**

Your Location's Time Most Important To Him

Big or Little the Location is a busy Man—Is Your Deal Big Enough to Overshadow the 32 Common Worries Your Prospect May Have?

More and more the operator of coin machines is getting into the consumer merchandise lines. By that we mean machines such as Coca-Cola venders, ice cream venders, milk venders, coffee, tea and soup venders. There are also handkerchief, towel and comb venders, and rumors of central assemblies for multiple selectivity.

Success of cigarettes, candy and beverages have paved the way so that there promises to be a greater, more substantial expansion during the next three years catering to consumer needs than ever before.

In the past the appeal to the location was more or less along the lines of novelty. The more machines, the more important the selling problem becomes. For a great many years the operator was a person apart from the ordinary work-a-day tradesmen. He got attention because of the exclusiveness of his proposition, its glamor so to speak. Operators now must begin to give attention to selling methods. By selling methods we mean the plan of presentation to locations. It is getting to be harder to get locations. Harder because of a great many things that enter into the picture today. These contributing causes will be discussed at a later time.

In order to arrive at a satisfactory approach to the new operating problems we must consider the effect before we consider the cause, which is reversing the procedure.

We must never lose sight of the fact that operators are salesmen. Their success hinges on their ability to get a hearing and convince their prospect that their offering is, at least, of equal merit to any other problem that might be on the location's program at the moment.

Operators used to get from locations prompt attention, and preference a great many times, because of their exclusiveness. But the more complicated the operating scene becomes the more competitive the operating proposition becomes in its relation to other products and services. Operators must not take themselves too seriously. On the other hand, they must consider more seriously their machines and the service they render.

Who Cares Most?

You are important to you, but are you of such importance to the location? For any number of reasons the location's patience may be tried. Is your proposition such that you can cope with this problem?

You and the location are concerned with the same problem, that is, making a living, increasing revenue in the face of rising costs. Consider what the average location may have on his mind. In another column we have listed a number of items taken at random which may be occupying the location's attention at any time. What would you do if you were is his position?

It has been estimated that the average location either sees or turns down twenty sales people a day. The mere physical contact with twenty sales people of various temperaments is enough to try the patience of any man. Where do you fit into the picture when you approach the location with a new machine? Do you make your calls cold turkey, or do you pave the way?

Paving the Way

Some operators pave the way by placing into the hands of the location well planned presentations of their machines with an invitation to call or send in a card if they are interested. This means that the location has a chance to look over the proposition at his leisure; if your job is well done you will probably have a pretty fair reception already planned before you make your personal call. An invitation from a location to come in is a very good indication of success, despite the fact that he may also have a long list of questions to ask and maybe some fixed objections. But, to go in cold turkey on a canvass the operator stands to lose a great deal of time and a great many locations.

One of the faults of the sales world today is the fact that so many sales representatives do not consider that the storekeeper has problems of his own, which cover every-

(Continued on Page 13)

ATTENTION!

If it Operates with a Coin We Have It

We have a complete inventory of New and Used Five Balls Pin Games Arcade Equipment. Also all makes of Phonographs.

We will be pleased to quote you attractive prices on any equipment you are interested in

WRITE, WIRE OR PHONE

DON FIELDING & Co.

587 Bank St. OTTAWA, Ont.
TELE. 2-5556 Mgr. Leo Pare

Van Dusen's Install 90th Seeburg Installation In Edmonton

Van Dusen Bros., Wes and Bryce, long the foremost distributors and operators in Western Canada, have, as shown in the picture above, made another beautiful Seeburg Music Installation in Edmonton.

This marks the 90th installation of its kind in the booming Western metropolis by Van Dusens.

The Golden Spike Restaurant shown above is one of the most modern, with air conditioning and will seat 140 people.

The set-up for coverage here is a Hideaway and 23 Wall Boxes.

Presently, Van Dusens are distributing the new 100 Select-O-Matic on an impartial equal basis to Western Canada operators as far as possible, as supply is limited.

The Music Manager, Mr. Bernie Adamson, states that he believes "their music routes is one of the finest in Western Canada".

Mr. Adamson states: "Although the 'take' in most parts of Canada has dropped considerably, the Edmonton experience is one of stability." He attributes this to the fact that the City of Edmonton has experienced a real "boom" in that the population increased by about 10,000 last year.

"Oil strikes and finds are all around us here and we are very optimistic about the future," says Mr. Adamson.

He recently spent 10 days in Chicago and took a complete course in mechanical parts of the 100 Selection Seeburg and feels that at last "here is a machine that will put operation of phonographs on a sound basis."

A.M.I. Appoints Canadian Distributors

A. M. I. APPOINTS CANADIAN DISTRIBUTORS

The appointment of two Canadian distributors for the firm's Juke Box and accessory line was announced last week (June 30) by John W. Haddock, president of A.M.I., Inc., Grand Rapids, Mich.

Roxy Specialty Corporation, 703 Notre Dame St. W., Montreal, will have exclusive distribution of A.M.I. in the Provinces of Quebec, the Maritimes and Newfoundland.

The Toronto Trading Post, Limited, 736 Yonge St., Toronto, will be sole distributor of A.M.I. for the entire Province of Ontario.

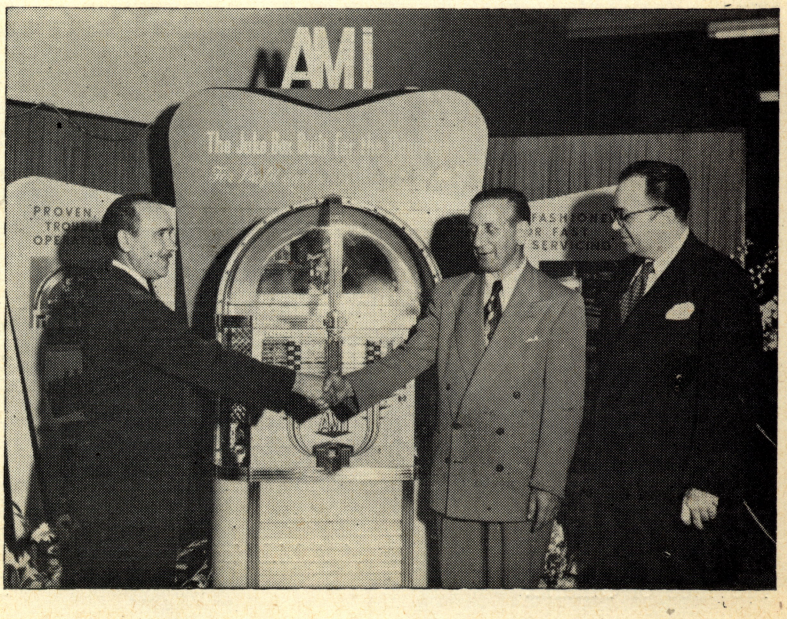
"These two appointments," said Mr. Haddock, "are in line with the recent easing of import restrictions on Juke Boxes into the Dominion. We are happy that we can now make our new Model "C" available to our Canadian operator friends.

"While export and import present some difficulties under today's conditions," Mr. Haddock said: "We welcome the opportunity to fortify A.M.I.'s position as an important factor in this market. The Juke Box, just as any other well-manufactured article of commerce, can contribute substantially to building sound foreign trade."

It is expected that A.M.I. will soon make an announcement relating to the distribution of its products in Western Canada. Both the newly appointed Toronto and Montreal distributors plan a showing of the A.M.I. Model "C" Juke Box about the middle of July.

Toronto Trading Post Holds

Shown in Picture at A.M.I. Debut---
Don Brush, Ernie Card, Charlie Kirke,
Mr. Benavoy and Others.



Congratulations! says Jack Mittick, Regional Sales Mgr. of A.M.I. to Albert Clavir as Wm. 'Bill' Fitzgerald, Advertising Mgr. of A.M.I. looks on.

A.M.I. Latest Showing

—"The Beautiful A.M.I. Itself"

Toronto Trading Post Executives and Staff pose informally after showing with A.M.I. heads, Fitzgerald and Mittick.

Earl Heywood Canada's No. 1 Cowboy Star Scores a Hit On RCA Victor Records

EARL HEYWOOD, prominent Canadian Singing Cowboy Star, is gaining tremendous popularity through his current releases on RCA Victor records. Earl scored a hit with his own song THE ALBERTA WALTZ which is gaining the young Cowboy Singer a lot of recognition particularly in Western Canada. His most recent recording released by RCA Victor, is catching on fast, and no doubt will become a hit parade song in due time. The tune is PICKING FLOWERS, which was written by nurse Elizabeth Clarke, out in Vancouver who scored a hit with her "Bluebird On The Windowsill," and gained recognition as Canada's top writer of this type of song. Earl Heywood and Elizabeth Clarke are teaming up together on some songs, as Earl has also written some very good songs, too. So far he has written more than two hundred, many of them already published. While he writes everything from Cowboy ballads to modern, he teamed up with Mart Kenney prominent well-known band leader here in Canada, and turned out a reminiscing ballad entitled WHEN THE CLOUDS KISS THE MOON IN THE SKY, which has been recorded by George Murray on the new Dominion Records, released through Canadian Music Sales Ltd., 1261 Bay St., Toronto. This ballad is strictly modern, and is receiving a lot of comments from radio stations who are airing the tune regularly.

The young Canadian Cowboy Crooner Earl Heywood, started singing for a hobby and after entering radio about eight years ago, stuck with it, making music a full time occupation. Before this period of time he worked on a farm with his father. Earl was born and raised near Exeter, Ontario, and now works at Radio Station CKNX, Wingham, Ontario, where he has been for the past eight years working on daily shows, and on the largest travelling radio broadcasted Barn Dance in Canada. Every year along with this show he entertains many thousands of people. Earl has his own radio show, too, called Serenade Ranch, and while he not only produces it, he also MCee's the show in a very pleasant manner. Next year he is planning on making a tour of Western Canada, on personal appearances. In the past year Earl has recorded for RCA Victor, the following tunes, "Let's Dilly Dally Down In Lilly Valley," "There's A New Love True Love In My Heart," "The Alberta Waltz," "There's An Angel Waiting For Mother," "Why In Heaven's Name," "Broken Down Merry Go Round" and "I'll Tell The World I Love You," and "Picking Flowers," all have gained considerable popularity, and are heard regularly over all Canadian Radio Stations. Earl is married, and they have one daughter, Patsy Anne, who is following her father's footsteps as a singer of song.

The future of EARL HEYWOOD'S career looks very bright, and while his popularity continues, plans are being made for the future to bring Western fans more of his songs and recordings.

Tele-Juke With Free Video Is New Speedway Route Wrinkle

NEW YORK, July 8.—With mounting sales of home video sets here cutting into coin play of combo television-juke units, Speedway Products, Inc., pioneer combo operation, has steered a new tack, offering strong placement arguments to tavern owners with telesets nearing obsolescence.

Accelerating the shift of Speedway Tele-Jukes to tavern spots, Al Bloom, president, now tells proprietors they can by-pass the television coin mechanism, giving their patrons free video entertainment. The phonograph segment of the unit, however, still operates only upon the insertion of a coin. Speedway then takes the first $15 of weekly income from the juke cash box and the tavern owner pockets the remainder.

The inducement to the proprietor is that he gets the free use of an up-to-date television unit. In addition, if his establishment is normally a good juke location, his split of phonograph income will probably be larger than in usual operator-location commission deals.

The two-year contract signed with the location specifies that the television unit will be modernized from time to time to keep pace with industry advances. Thus, while it presently houses a 16-inch tube, a 20-inch rectangular viewer will be installed in the Tele-Juke in about 60 days, according to Bloom. Similarly, when and if color television becomes an industry factor, suitable conversion mechanisms will also be incorporated in the machine.

Until recently all Speedway Tele-Jukes have been placed in luncheonettes, neighborhood candy stores and other locations where free television is not normally offered as a customer inducement. Bloom claims this policy has enabled him to make coin television a paying proposition, whereas other operators of combo units have found the tavern market unprofitable.

He admits that income from his old locations has dropped to an average of $10 a week per spot. He attributes the decrease to the greater distribution of home sets in neighborhoods serviced. Patrons are less willing now to pay for viewing time, he observed.

Merchandising Your Music

From Page 3

when business falls off . . . or the Unions . . . or even our distinguished fellow musician in the White House.

But in this business, anyhow, the chances are that when business is off . . . your own pitch is pretty well off, too!

At least, that's what we found in Washington. The Washington Music Guild was a little surprised to find that as business men we were lousy. We were even worse at showmanship . . . and whatever else you may think it is, the juke box business IS SHOW BUSINESS.

And furthermore, we decided that our public relations stunk. If anybody thought about juke box operators at all (and darned few people did!) they thought of them as racketeers, and had visions of fast, black, armored limousines with machine guns sticking out like porcupine quills.

Where anybody thought the profits were coming from to pay for all this stuff was irrelevant and beside the point. But we knew that at that time, none of us was worth holding up or hijacking!

What the public thought was something else again.

So we started out to fix things up, and I think we've done a swell job. The year that just closed was a swell one for the members of the Washington Music Guild. We all managed to make some money and we all had the satisfaction of knowing that our organization was playing an important part in the civic life of our City!

I'll tell you briefly what we did in the way of upping our business through intelligent merchandising and showmanship.

First of all, we got busy and cleaned up the tune title strips on our machine directories. A lot of these were hand-written in a hurry, and people couldn't read what they said. So we printed them out neatly, and learned that when patrons of our locations knew what we had to sell, they bought a lot easier. That's pretty fundamental, but I think you'd be surprised to find out how many operators forget that you can't expect people to buy what they don't see.

Now let's discuss the actual operation of our juke boxes . . . Just by placing a machine in a location is not operating. To get the best results you must place on the machines the proper "tailored" records. Each location is a complete operation in itself. Make sure you have records that the public want to hear on the machines. Records are the most important item in Programming. We figure 10% of the receipts is your cost of your records. To get this desirable condition, you must get at least 150 plays on each record. This can be done by buying the No. 1 plug tunes of the publishers, because in most every case these tunes will get that much play.

I feel that the coin-operated phonograph op should become more familiar with the trade practices of the music publishing field, as it affects your business. An explanation is sorely needed if ops want to merchandise music better and more economically. I think it will be profitable for you to get the background.

If you have ever wondered how a song becomes a HIT, keep these figures in mind. Each year thousands of songs are published in these United States. Only a small percentage become hits. What makes one tune go to the top, while so many die? The merits of the tune itself? Public Taste? Only to a small degree. Actually, of the 50 odd songs that reach the Hit Parade each year, less than five get there on their own merits. With few exceptions those that make the grade do so because of the promotion efforts of their publishers.

In the music trade, promoting a song is known as "Plugging". The publisher puts his entire organization behind it and spends large sums of money. The purpose is to get the public acceptance through the medium of radio, television, movies, stage, etc. When this job is done properly, the sales of records must follow, because of the PUBLIC RESPONSE THAT HAS BEEN CREATED.

The secret or key to your solution is how and when will a number be the publishers number one plug tune. I know it is impossible for all the ops to call each publisher and get this information. We were confronted with this problem and we looked around to solve it. There is a firm in New York called the HIT PARADE that is perfect for juke box operators. They have a service that is tailored to our operation. We use their entire service and it is inexpensive. They charge 50c per

(Continued on Page 16)

$ $ $ SAVE $ $ $ SAVE $ $ $ SAVE $ $ $ SAVE $ $ $ SAVE

All Kinds of Equipment...

PIN BALLS—1 or 5 Ball Free Play
COUNTER GAMES OF ALL TYPES
ARCADE EQUIPMENT
MUSIC
SLOTS

SPECIAL This Month ! !

LATE MODEL EXHIBIT DALE GUN $275.00

IF IT'S COIN OPERATED WE HAVE IT

If you haven't dealt with us previously, ask the man who has. With FRANK KIRKE NOVELTY there is a MUST—YOU MUST save money on better equipment. And remember our old motto:

WE WILL NOT BE UNDERSOLD

FRANK KIRKE Novelty

241 King Street East, Toronto, Ontario WA. 4077

SAVE $ $ $ SAVE $ $ $ SAVE $ $ $ SAVE $ $ $ SAVE $ $ $

Clearance Sale!

Cover Girl	$159.00
Indian Girl	159.00
Elmer	129.00
Hawaii	129.00
Sea Breeze from North Star	129.00
Sweet Sue	129.00
Play Boy	129.00
Torchey	115.00
Super Score	85.00
Amber	85.00
Vanitie	85.00
Stage Door Canteen	75.00
Strip Tease	75.00
Knock Out with Flipper	35.00
Merry Go Round	35.00
Show Boat	35.00

3 for $100.00

●

BRAND NEW SUPER SPEED HOCKEY GAMES

"SPECIAL LOW PRICE"

$125.00

●

NEW SHOE SHINE MACHINE

WRITE FOR PRICE

●

GLASS! GLASS! GLASS!

Lower Price—

21 x 41 per case of

20 x 42 Fifteen—**$2.15**

21 x 43 EACH—**$2.50**

25 CHROMED PACKARD WALL BOXES $50.00 EACH

10 WALL BOXES SELECT O MATIC SEEBURG $20.00 EACH

Electric lamps 15 and 10 watts—30% Discount on the price list per case.

Fluorescent Day Light 40w, 20w, 15w and 14w—30% Discount per case.

J. C. BLOUIN

DISTRIBUTOR OF

CHAMPION SHINER MACHINE

PHONOGRAPHS, PIN BALL GAMES AND ALL KINDS OF AMUSEMENT MACHINES

Tel. 6660

788 Hertel St. **Trois-Rivieres, Que.**

Your Location's Time—

From Page 6

thing from family relations to squaring up disputes on income taxes.

We, too often, assume that we are the top man and are therefore entitled to a hearing. This attitude leaves the location in a position of being the underdog and subject to our whims. Of course, one of the fundamentals of selling is to dominate the situation. Conversely it is also one of the fundamentals of buying, so that there is a clash of interests.

The most successful salesmen, in a long run, are those who meet their prospects on a common ground and sell them something they need by making them want that thing.

There are five considerations that must be met in order to get favorable reception on any machine:

First: If you would introduce a machine to a location you must consider whether it is of sufficient interest, on the face of it, to attract his attention and the attenion of the public who are his customers.

Second: Will it operate efficiently so that the location's time and the customer's patience are not imposed upon?

Third: Will it earn sufficient profit to justify the space it requires or the service it might replace?

Fourth: Will these profits compensate the location for giving it the space and time that it requires?

Fifth: Are these profits sufficiently attractive to overcome the irritations that may be affecting him at any time of the day, particularly at the time you make your presentation?

A 32 to 1 Gamble

If you are unfortunate enough to run in on the merchant when he has any one of the thirty-two problems on his mind, and possibly all of them at one time, you certainly are a master salesman if you can sell your proposition.

The COIN MACHINE JOURNAL has had occasion during the past few weeks to make a survey of different territories discussing operating matters with locations. This investigation was carried on as a forerunner to some new developments that will shortly offer new opportunities for operators. A great deal of valuable information was gleaned from these discussions and from it all we gathered some points that operators must consider.

If one will look around him and study the successful operations, whether large or small, one will find that first a great deal of consideration was shown at some time by the operator toward the location and the location's own private and personal problems. In fact, this consideration enabled the operator to gain the confidence of the location by politely and earnestly showing the location where he could be relieved of certain of these daily worries, and this brings us to one of the results that is very important.

Operators often wonder why they can't get considera-

Continued on Page 17

HELLO MR. OPERATOR !!

We have some SENSATIONAL prices for YOU on Coin Equipment

7 Evans Bowling High Score Ten Strike

2 Muto Scope Skyfighters . . . $125.00 each

1 Shoot-The-Bear, conversion from Chicken Sam

4 Seeburg Hi-Tone 8800 . . . $400.00 each

6 Seeburg Lo-Tone 7850 . . . $350.00 each

4 Wurlitzer 750 . . . . $375.00 each

2 Wurlitzer 24 . . . . . $300. each

'GUS' WINTER, Limited

332 Water St. ST. JOHNS Newfoundland

Siegel Distributing Co. Limited

ARE NOW SHIPPING

The New Wurlitzer Model *"TWELVE-FIFTY"*

PRICED AT ONLY

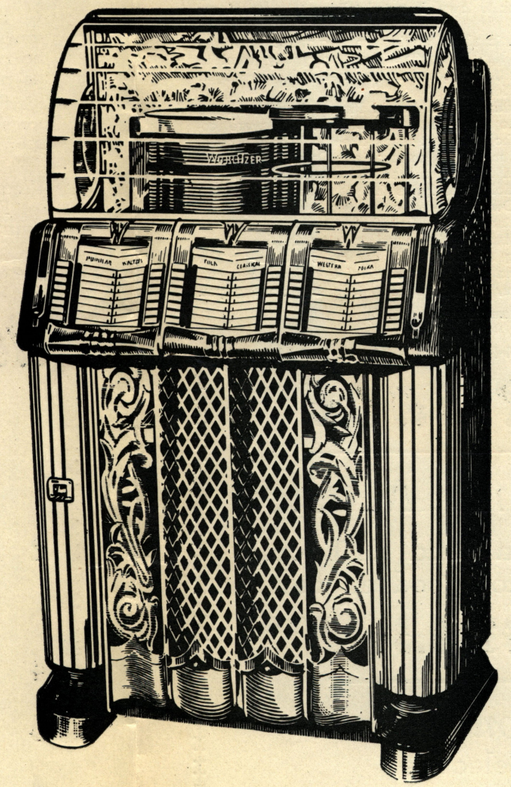
$1079

THIS PRICE SUBJECT TO CHANGE

MANY NEW FEATURES

Operators Say--- "Finest Wurlitzer in the History of the Music Biz"

"There's no doubt this will be the Biggest Moneymaker of them all!"



Reasonable Terms!

Up to 2 years to pay

This machine can be on operation for as low as approximately $8.00 per week

On our Special Operators Budget Plan

On Display at All our Show Rooms Across Canada

HEAD OFFICE
477 YONGE STREET
TORONTO, ONT.

SIEGEL DISTRIBUTING CO. Ltd.

EXCLUSIVE WURLITZER DISTRIBUTORS

FACTORY—NEWMARKET, ONT.
SALES AND SERVICE BRANCHES:
TORONTO, MONTREAL, VANCOUVER

Merchandising Your Music--

From Page 11

month per machine, and they furnish a chrome frame and multi-coloured posters. This frame is attached to the back of the juke box and lists ten tunes. Also at no extra cost you can get the multi-coloured title strips free even if you do not use the posters. I know that operators such as Dick Steinberg of the Music Guild of America, in Newark, N.J., Al Denver of New York, George Miller of California, Charles Hannum of Philadelphia use this service and Mr. Steinberg has used this service for fifteen months. By using this service this is what you accomplish—You get a better selection of current popular music; economical record buying will reduce your record costs at least 25%—it will eliminate dogs on your boxes—dresses up your title strip board and machine—eliminates the location from asking for a new machine as he is happy—informs the public what are the leading tunes each week. It is an excellent "Point of Sale" advertising.

I know that most ops are friendly with the record salesman and through friendship he purchases records and places them on their machines. This is wrong and will fill your box with dogs that will take up space of a hit.

Now, it's all right to use point-of-sale merchandising; in fact, it's absolutely essential to any selling business . . . but alone, point-of-sale merchandising isn't enough to create the demand that makes juke boxes pay off. You've got to advertise, as well.

So, our Guild tied up our Hit Parade tunes with a big local radio show, over Station WTOP, called the Juke Box Hit Parade . . . run by a very fine gent named Eddie Gallaher. He scratches our back, and we scratch his by playing up his name and radio show on our point-of-sale merchandising material. Eddie, in turn, plugs the songs that are listed on our juke boxes, and the whole thnig works out wonderfully for everyone.

That radio hook-up with the Eddie Gallaher Juke Box Hit Parade disc show is the backbone of our Guild's advertising program, but it's not the only effort we make . . . not by a long shot.

In addition to Eddie Gallaher's Juke Box Hit Parade, we of the Guild have other radio programs that don't cost us a penny!

We have tie-ups with Jackson Lowe's Harlem Hit Parade on WWDC; with Stan Barclay's Hillbilly Hit Parade on WGAY; and we get free spot mentions on Eddie Gallaher's just-before-midnight disc show.

What's the result? Well, people hear these shows, they hear the tunes they like . . . the tunes that are really and currently red-hot . . . and they learn that these top tunes are right now being featured on all the juke boxes in the Washington area. It increases our business and gives the Guild a good name.

Advertising and merchandising. That's the secret of success in any business. It's the difference between the red ink and the black.

But even if you have the best advertising and merchandising in the world , , . you are not going to do big busniess unless you are featuring the things people want to buy.

When you have the combination of the right sort of merchandise, the right sort of advertising and the right sort of promotion . . . well, you're made, financially.

Now let me tell you what our Washington Music Guild has done to make our organization a really important factor in our civic life.

Last year, our Public Relations program led us to co-operate very closely with civic officials and with civic organizations.

This effort met with considerable good-will, and resulted in very favorable publicity for the Guild in national as well as local newspapers.

The Guild co-operated with the United States Coast Guard in the big Memorial Chapel Fund, and we put on a radio show, for which Eddy Arnold was given a special award by the Guild. I don't have to remind you that the Coast Guard raised all the money that was needed for the Memorial Chapel, and we were happy to have played a part in this worthwhile drive.

Then, we helped out in the V.D. campaign, working with the Health Department of the District of Columbia, and the U.S. Public Health Service. In this campaign, we put records in our juke boxes to inform the public about V.D. These records were "Put It Down" and "That Ignorant, Ignorant Cowboy" . . . and we have been told that they were very effective.

When the Treasury Department put on the big Bond Drive at the Warner Theatre in Washington, The Washington Music Guild was right on hand, playing a big part in the show that sold more bonds than the President can spend in . . . say . . . two or three minutes!

The Police Boys Clubs are very active in Washington, and our industry, as well as the individual members of our Guild, made a wonderful showing in the drive for funds to keep these Boys Clubs going. In fact, as an industry, ours made the best showing in the city. The Guild contributed $500.00 and two of our members, Harold Klein and Ira Byram, made outstanding records in collecting. In addition, every member made a substantial gift on his own.

When our Guild heard about the sad plight of Barclay Allen, that fine musician and recording artist, who was incapacitated by an automobile accident, we featured Allen's song "Timbales" on our juke boxes, and turned over to him the receipts of a week's play of this number. This started a national movement that has contributed substantially to relieve this fine artist's situation.

Co-operating with Stan the Hired Hand . . . the fellow who runs the Hillbilly Hit Parade show for us . . . we worked with the Fire Dept. and collected toys for poor kids for Christmas. The Guild members collected the toys from the Fire Department that Stan asked for, and distributed them to youngsters all over town, regardless of race or color. A lot of poor folks got a thrill out of that effort, believe me!

Incidentally, Al Kristall, chairman of the Guild Committee on this project, got a special vote of thanks for his efforts in both collecting and distributing these toys.

Now, if you'll permit me to become personal for a moment, I'll tell you about the beginnings of what was, to our Guild, the most wonderful and satisfying effort of the entire year.

My son happens to be a patient in the U.S. Naval Hospital at Bethesda, Maryland. This is a huge, very modern hospital, and the care that they give our boys is just about the best in the world.

But boys in hospitals need more than medical care. They need, and they deserve, entertainment . . . and entertainment of the highest type. This thought occurred to me when I visited my son one day last year, and when I got back to town, I started talking to some of our Guild members about it.

Everybody was enthusiastic about putting on a gigantic entertainment for the patients at the Naval Hospital. And everybody went to work with a will. As a result, on December twenty-eighth, we staged a show those boys will never forget.

Working hand-in-glove with us was Arnold Fine, columnist on the Washington Daily News; the Guild and the Daily News were co-sponsors. The list of stars who took part reads like the Who's Who of show business. Arnold was master of ceremonies. Daryl Harper and his 13 piece Society Rhumba Band furnished the music, with Margo Paige . . . a real cutie . . . doing the lyrics that had the boys tearing up all their old pin-ups. Dwight Fiske convulsed everybody with what's called his "sophisticated" songs, but that sounds to me very much like the songs Old Man Cassidy used to sing in the corner saloon, when I was a young squirt, except that Fiske cleans up the corners a little and gives them in a lisp instead of a bellow. We had Phyllis Baron and Jerry Myers, a rhumba dance team like nothing you

(Continued on Page 20)

FOR SALE

Solotone Music

We have on hand ONE only
Demonstrator good as new

PRICED AT ONLY $799.50 F.O.B. Montreal

Solotone Boxes
Selective
$55.00

Victory Novelty Co.

1187 Beaubien E. MONTREAL
PHONE TA. 4882

Your Location's Time—

(Continued from Page 13)

tion from a location. We have learned that in some instances an operator ahead of them had done such a good job of selling that the location depended on that one operator for information about all new machines. The man who does the right selling job often has a virtual monopoly of the goodwill of the location. On the other hand, the operator who does a poor selling job also makes it tough for the next man.

How often has an operator gone into a new or strange location only to be told: "Well, I get all my machines from Joe Doakes." How often has one made the fatal mistake of saying, "But, Joe Doakes doesn't handle this kind of machine."

That is the wrong answer to give the location, of course.

In the first place, you failed, if it happened to be you, to consider the fact that the location might have a great deal of confidence in the operator he mentioned. It was not purely a stall to get around your deal. He was trying to tell you in a polite way that he would check up on this machine. The answer to this response on the part of the operator should be: "All right, Mr. Location, Joe Doakes is a good operator. I want to leave my literature with you and I am quite sure that your friend will tell you that our friend will tell you that our machine is a good one and a money maker."

Now, if the location was stalling, of course, he will never mention it to the other operator, but he will read your literature. If it is properly done and convincing he will call you up. Perhaps he will talk it over with the other operator. If he tells the other operator that you said he was a good operator the chances are you will get a good recommendation. The more sincere you are the better the chances of a recommendation from other operators.

There would be no need of association if operators conducted their affairs with more consideration toward each other. Operators' relations among themselves, however, are not a part of this discussion, but operators' relation to his location is. The purpose of this discussion is to awaken operators to the fact that they must know whether their proposition is more important than any number of routine matters that may be on the minds of the location at the moment the operator makes his appeal.

Thirty-two everyday worries of the business man that stand between you and an acceptance of your machine.

(Continued on Page 22)

ACCEPTABLE Anywhere !
PERMISSABLE Anywhere!

Mini-Snooker

- An old favourite, brought to Canada in a New Modern Form
- Coin operated
- Big Money Maker !
- Available Immediately
- A Game we Stake our Reputation on !

ALSO YOUR DISTRIBUTOR

—FOR—

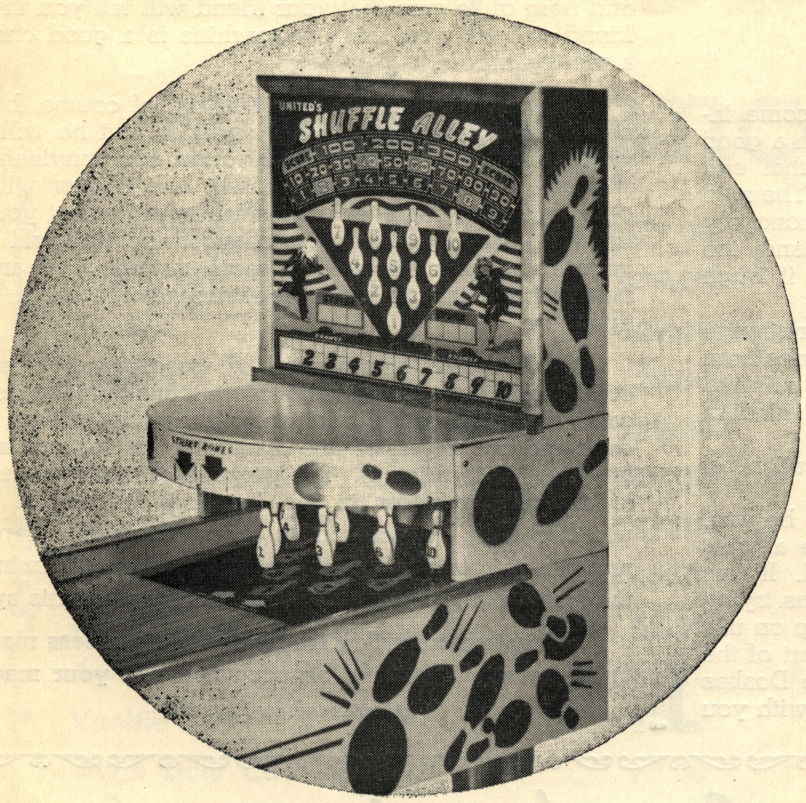
UNEEDA SHOE SHINE MACHINES

Now is the Time to Buy

Write for Prices

Regent Vending Machines Limited

779-781½ Bank Street, OTTAWA, ONTARIO



Make Your Shuffle Alley UP-TO-DATE

●

Now . . . at small expense . . you can make your old model shuffle alley equal to the newest from the factory . . . give it new, attractive power . . . set it ready to bring you new and bigger profits. See the new streamlined

CONVERSION UNIT

New Streamlined Unit Gives All Modern Improvements to Your Old Pattern Machine.

DISAPPEARING PEGS

Pegs on the new conversion unit disappear when struck —just like the pins on a bowling alley. This gives new interest . . . gives new popularity . . . draws new players. Unit is sturdy in construction, simple to install.

$69.50
COMPLETE

- SHIPPED FROM STOCK
- ANYONE CAN INSTALL IT
- TAKES ONLY 15 MINUTES
- NO ELECTRICAL CHANGES NEEDED
- PAYS FOR ITSELF

Make the Change Now — Place Your Order Right Away — Line Up for More Profit.

ROXY SPECIALTY CORPORATION

Pioneers of Coin Operated Games in Canada

703 NOTRE DAME ST. WEST MONTREAL

HERE'S A BIG MONEY-MAKER

THE NEW

STREAMLINED *Shuffle-Alley*

Everybody bowls — everybody plays this new exciting game. All the thrills of alley bowling — scores strikes, spares, doubles, splits. Score totalled frame by frame on brilliant scoreboard. A game of skill from start to finish.

- DISAPPEARING PINS
- FAST ACTION
- QUIET OPERATION
- BRILLIANT SCORE BACK
- SOLID FOOL-PROOF CONSTRUCTION

Shipped F.O.B. Montreal

$399.

Write Today — Don't Delay

ROXY SPECIALTY Corporation

703 Notre Dame St. West
MONTREAL

Merchandising Music--

(Continued from Page 16)

ever saw when you took lessons at Arthur Murray's, and wonderful old Satchmo Armstrong laid 'em cold with his Dixieland. We had the Mercury recording star, Patti Page, accompanied by Josephine Freedman, pianist; we had Mirko, world's greatest guitarist, and Al Walters with his Mardi Gras girls, who put on a beauty contest that was won by a little number named Joyce DuVall (and I wonder what her name used to be?) . . . we had Robert L. Friend, the CBS-TV Thought Analyst, whose act is enough to make you wish you hadn't did what you done when you done it . . . and we had Stan the Hired Hand with his hillbilly stars, Janet Cassel and Yodeling Connie.

Well, sir, I want to tell you that this Guild show was such a tremendous success . . . it lasted two and a half hours . . . that we voted unanimously to make it a regular monthly event, and when I left Washington the second show was about to go on at Walter Reed Hospital, the Army Hospital.

So that's what our Guild did last year to increase our business and to give our organization a respected place in the life of Washington, D.C.

I don't have to point out to you the advantages of increasing business. Even though you and I know that in spite of television competition, no restaurant or tavern owner can stay in business without a juke box, we still have to sell our merchandise to the customers. In Washington our advertising and point-of-sale merchandising program upped business for everybody, and made the locations better places for the public to spend money in.

Everybody came out ahead.

But . . . and I don't want you to think that I'm so fat that I can afford to be sentimental . . . I think that even more important to us than the money we made, was the fact that our organization took up and carried more than its share of responsibilities in the community life of Washington, our home town.

You know how it is: if you raise a youngster without giving that youngster any responsibilities . . . the chances are that he will grow up no good to himself or anyone else.

It's even true of dogs. A dog that isn't given some sense of responsibility through training is nothing but a nuisance to have around . . . and he certainly isn't happy.

And so it is with all of us. If we live in a community and don't take part in its activities; if we try to hide ourselves in our own interests, we lose a lot more than the community does.

However when we're active in community affairs; when we seek out and take over specific responsibilities to our neighbors . . . for the sheer joy of doing it . . . we increase our stature, not only in that community, but in our own eyes.

And that's why I say that I sincerely believe that our Guild program, that started out to be a carefully calculated public relations program, but has now progressed to the point of being a wholehearted and sincere adventure in civic responsibility . . . this program brought more and greater satisfactions to the members of the Washington Music Guild than all the hundreds of thousands of nickels that were dropped into our juke boxes!

It's not for me to point out what so many great teachers have taught: that you are paid back in exactly the same measure as you pay out . . . but I want you to know that I am the representative of an organization that learned the truth of this principle by actually giving . . . giving of time, giving of effort, giving of SELF.

And if any of you are so crass as to still have interest only in the mundane . . . step up after this meeting, and I'll be glad to show you the facts and figures on how unselfish giving pays off in dollars and cents!

* * *

Mr. Hirsh de La Viez has been in the coin machine industry since 1920 and possesses an insight of all phases of the coin machine business. He is President of the Hirsh Coin Machine Corporation, heads the Washington Music Guild, and is President of the Coin Machine Operators of America.

Attention Vending Machine Operators

Here is the DEAL You Have Been Waiting For—

Three new Vending machines of 100% Canadian Manufacture described below are now available to operators.

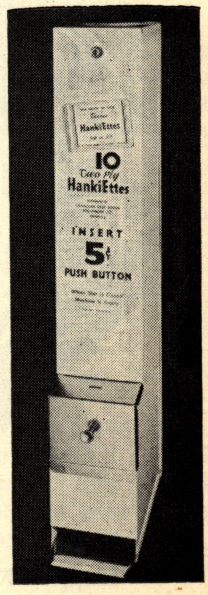
CRE-15 unit designed to dispense at 5c an attractive package containing 10 two-ply "HANKIETTES" (Pocket tissue hankies or for use as face Tissues).

CRE-16 unit designed to dispense at 5c a package containing four high quality paper towels and a one half ounce bar of soap.

CRE-17 unit designed to dispense at 10c a package containing 4 high quality paper towels, a half-ounce bar of soap and an attractive 5½" plastic comb.

Above Units priced at $35.00 each F.O.B. Toronto — Payment Plan to interested Operators — Merchandise available in quantities to ensure operators a real profit.

EXCLUSIVE PROTECTED TERRITORIES AVAILABLE—WRITE, WIRE or PHONE



Canadian Restroom Equipment Company

42 Lombard St. **Telephones ADelaide 7656-7632** **Toronto, 1, Ontario**

Pot Pourri . . .

President Truman has warned the public against waves of panic buying. Tire and Rubber companies have assured us that there is no shortage of either tires or rubber and that there will be no need for tire rationing. . . . Let us, therefore, not believe any false rumuors to start this panic buying.

A new gadget called TELE-TURNER, will be on the market this fall. . . . It is a gadget, a mechanical gadget, to rotate TV antenna to market for $16.95. . . . A survey in the U.S.A. shows that 75 per cent of TV sets are owned in seven states. . . . The survey further points out the present inadequacy of TV as a major medium. . . . Sylvania products in the U.S.A. gave all the visitors to their Television Convention, electric Bow Ties. . . . Similarly, Mr. Albert Clavir, of the Toronto Trading Post, gave all of the visitors to the A.M.I. Showing, beautiful leather Henry Perkins wallets. . . . This fine gesture received a lot of favourable comment on the part of all the operators attending the showing.

In New Jersey, Super Markets have hit on a new way to sell cars . . . just like cabbages, potatoes, or meat . . . it is selling English made cars at 72 cents a pound.

A new News Vending Machine will make its appearance in this country shortly. It is being promoted by Mr. Ted Tisnell. He calls his firm the News-O-Mat Ltd. . . . It has been on test in Ottawa and other cities and from all reports has received a very favourable reception. It will retail about $350.00. . . . It holds about 100 papers at each loading. . . . Anyone interested contact News-O-Mat Ltd., Post Office Box 771, Ottawa. . . . In Los Angeles, 1,000 buses are carrying a self-service rack holding magazines with a tamper-proof metal coin box to take the dimes. Currently, in Ottawa, they are vending newspapers on a voluntary system the same as the Globe and Mail in Toronto. . . . The vending of basic commodities such as the above and cigarettes has unlimited potential. For example we have cigarette vending operations in Ontario and Quebec, and doing $5,000 a week gross each — in other words, a quarter million dollars volume a year. . . . Even working on a small margin there was a large profit for anyone interested. . . . There are still some franchises.

Music Distributors across Canada this month are busy taking orders and giving demonstrations on the latest phonographs . . . to say that interest is high is saying it mildly . . . the biggest headache on the part of all concerned is that their supply through lack of sufficient quota is too small . . . the showing at the Toronto Trading Post was reminiscent of the old days . . . the chatter and refreshment would almost make an outsider believe that there was money in this Coin operation.

Song Hits Aren't Born: They're Made

Hirsh de La Viez, head of the Washington Music Guild, takes over today for vacationing Arnold Fine

I've been asked this question hundreds of times: "How does a song become a hit?"

If you have ever wondered how a song becomes a hit, keep these figures in mind. Each year thousands of songs are published in these United States. Only a small percentage become hits. What makes one tune go to the top, while so many die? The merits of the tune itself? Public taste? Only to a small degree. Actually, of the 50 odd songs that reach the hit parade each year, less than five get there on their own merit. With few exceptions those that make the grade do so because of the promotional efforts of their publishers.

The publisher has his entire organization behind the tune and spends large sums of money. Years ago the only means of plugging a tune were to contact all the top orchestras and suggest they play the tune. Movie houses were contacted and singers (pluggers) were sent to these houses to sing the song. Their services were free to the exhibitors and slides were shown on the screen, so the public could see and learn the words, as well as hear the plugger sing his song.

Today things have changed. The medium of radio, television, disc jockeys and juke boxes are used. Publishers use the service of a general professional manager. He contacts the program director of radio and television stations and submits his tune and advises him how much money will be spent on the tune, (this is called a No. 1 plug).

He contacts record manufacturers and he helps select the artist and makes the arrangements of the tune. Phonograph records today are the outstanding medium. Still, the records must be heard by the public.

Contact men call on the disc jockeys and the juke box operators. The greatest outlet are the disc jockey and the juke box.

There are in the United States today 600,000 juke boxes and about 85 music guilds similar to the Washington Music Guild. When a publisher decides to work a tune, the guilds are notified and the operators of juke boxes know that a hit is in the making. They buy the records of the artist of their choice. The local disc jockeys play the tune over the air: thus "a song is born."

"To A Little Boy . . ."

Operators! You may as well get ready to share the benefits of a greatly stimulated cigar sales, for a new impetus has been given to this market. We refer to the full page advertisement in behalf of "Harvester" cigars appearing in daily newspapers over the signature of Consolidated Cigar Corporation, and bearing the title: "To a Little Boy With a Candy Cigar." Obviously this is one of a series. This is a great private brand appeal as well as a splendid industry-wide institutional copy.

Your Location's Time--

(Continued from Page 17)

Is your deal bigger than any or all of these? And can you successfully convince the location?

Ice
Telephone
Light
Heat
Mail
Specialty Salesmen, Peddlers
Advertising Solicitors
News Men
Copper on the beat
Charity and Social Workers
Parish and neighborhood preachers
Weather or vacation
Panhandlers
Installment Collectors
Insurance Men
Tax Assessors
Tax collectors or reports
Various inspectors
Ward and precinct workers
Automobile operations
Traffic worries
Lodge work
Private diversions or hobby
Some ailment or family sickness
Family troubles
Payroll
Employee problems
Pressing sales problems
Outside investments

Set Dates for All-Industry 1951 Show

At the annual meeting of the American Coin Machine Manufacturers Association, May 22, 1950, directors were elected for the one, two and three year terms as follows:

For three year term: Herbert B. ones, Bally Manufacturing Co., Vincent C. Shay, Bell-O-Matic Corporation.

For two year term: G. F. Haley, Buckley Manufacturing Co., Rex Shriver, H. C. Evans & Co.

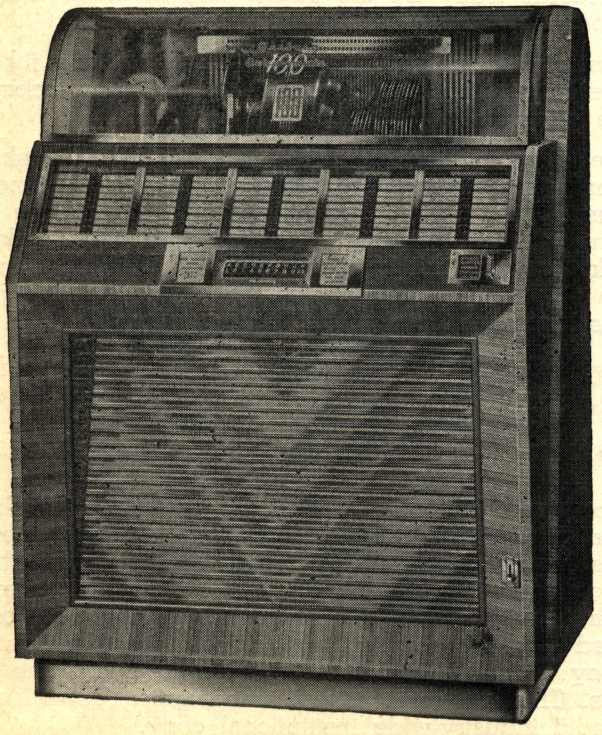
For one-year term: D. W. MacClay, O. D. Jennings & Co., William J. Ryan, Universal Industries, Inc., John Conroe, J. H. Keeney & Co.

The directors subsequently met on May 24 for purpose of electing officers of the association for the ensuing year and to set dates for the 1951 Sherman Hotel Show. The following officers for 1950-51 were elected:

Herbert B. Jones, to succeed himself as president, William J. Ryan, vice-president, Vincent C. Shay, Secretary; D. W. MacClay, Assistant Secretary; G. F. Haley, Treasurer; John Conroe, Assistant Treasurer.

April 9, 10, 11 was selected as dates for the 1951 Show and the Hotel Sherman designated as the show and convention headquarters.

READY FOR SHIPMENT!



The NEW Seeburg Select-o-matic 100

Start the money rolling in with this Potential Moneymaker!

CONTACT
Western Canada Distributors

VAN DUSEN BROS.

10147 - 112 St. **EDMONTON, Alberta**

Tips for Canadian Ops

A PENNY INVESTED . . . Building location and patron interest in the music machine has been accomplished by the Western Ohio Amusement Company, St. Marys, O., through a unique gimmick. Firm has been keeping each location stocked with penny postcards, which are self-addressed, and when the location, or one of its patrons, comes up with a record request, all they do is put the name of the tune on the blank side of the card and drop it in the mail. Giving the customers a say in disk selections featured on the machines keeps their interest up on a more permanent basis, the operator reports.

CHEESECAKE . . . A Brownsville, Pa., operator, R. Angelelli, has parlayed pictures with song hits to build up his grosses. Angelelli uses various pictures of recording stars to decorate the juke boxes he has on location, making sure these pix are visible to the patrons. With the cheesecake drawing the customers' attention to the machine, it then becomes important to have the right kind of music in the box to keep the nickels rolling in. Angelelli programs his jukes via The Billboard's pop charts with an assist from the local disk jockeys.

SERVICE AND MORE SERVICE . . . "You can look for ways to increase your juke box earnings, and you can keep on looking," say Roy and Donald Estes, Estes Music Service, Rockland, Me., "but the best way is through service—prompt, courteous and efficient service. Go out of your way to please a location or a juke patron. It pays." The Estes family practices what it preaches. . . . The Estes boys are joined by J. E. Brett, Dunn Music Company, Dunn, N.C., in further advocating the policy of listening to location employees when programming a machine. Brett says "the best thing I have found is to put records on that the girls in a cafe ask for."

DANCE DISKS . . . From Yonkers, N.Y., spawning place of many of the leading dance bands of years gone by, comes the comment from M. Schnabel that "dance bands are getting a big play in locations where young people patronize the juke box. They are playing a lot of Ray Anthony records, and I have put a lot of the old Glenn Miller records in my machines and they, too, are well played." Miller was one of the all-time favorites at near-by Glen Island Casino, and Ray Anthony has played the Westchester dance spots for years—thus their records are still favorites in that section of the country.

The COIN BOX comes to you Monthly

You NEED this Magazine

It NEEDS your SUPPORT

MAIL *Your*

Subscription Cheque

TO-DAY

only $3.00 yearly

HIT HIT HIT Parade

by

COLUMBIA
DECCA
RCA VICTOR

MERCURY HIT PARADE

1. 5454—TZENA, TZENA, TZENA
   I LOVE THE GIRL — Vic Damone
2. 5429—VAGABOND SHOES
   I HADN'T ANYONE TILL YOU — Vic Damone
3. 5442—IF I WERE YOU, BABY, I'D LOVE ME
   I LOVE YOU FOR THAT — Pati Page and Frankie Laine
4. 5450—SAM'S SONG
   "1812" — Harry Geller
5. 5449—HAPPY FEET
   EVERYBODY KNOWS YOU BY YOUR FIRST NAME — King Sisters
6. 5447—MONA LISA
   HOME COOKIN' — Alexander Bros.
7. 5433—AMERICAN BEAUTY ROSE
   IT SEEMS LIKE YESTERDAY — Eddy Howard
8. 5441—SAY WHEN
   OUR VERY OWN — Richard Hayes
9. 5446—I DIDN'T SLIP, I WASN'T PUSHED, I FELL
   MAY I TAKE TWO GIANT STEPS — Bette Chapel
10. 5257—LOSE YOUR BLUES
    OVER A NOTION OF GOLDEN DREAMS — Red Kirk

VANCOUVER OPERATOR USES PLANE

B. C. Music Ltd., Fraser Valley Wurlitzer operators, have stepped a little outside of their usual territory and have been required to adopt airplane travel for their service men.

Ultra swank Malibu Club, one hundred miles north of this city in Princess Louise inlet, has awarded the music contract to the Vancouver Jukebox firm. When servicing the machine the company's service man travels by speedy aircraft.

RCA VICTOR

1. 20-3747—HOOP-DEE-DOO—Perry Como with The Fontaine Sisters
2. 20-3755—I DON'T CARE IF THE SUN DON'T SHINE—Tony Martin
3. 20-3609—IT ISN'T FAIR—Sammy Kaye - Don Cornell
4. 20-3754—ROSES—Sammy Kaye
5. 20-3751—THE OLD PIANO ROLL BLUES—Eddie Cantor and Lisa Kirk
6. 20-3726—BEWITCHED—Larry Green
7. 20-3681—MY FOOLISH HEART—Mindy Carson
8. 20-3793—SENTIMENTAL ME—Rudy Vallee
9. 20-3599—BEYOND THE SUNSET—The Three Sons with Rosalie
9. 20-3599—BEYOND THE SUNSET—The Three Suns with Rosalie Allan and Elton Britt
10. 20-3582—THERE'S NO TOMORROW—Tony Martin

TODAY'S TOP TEN ON M-G-M

1. 10716—I WANNA BE LOVED — Billy Eckstine
2. 10623—MY FOOLISH HEART — Billy Eckstine
3. 10684—ROSES & MY DESTINY — Billy Eckstine
4. 10669—RAIN — Frank Petty Trio
5. 10721—MISSISSIPPI — Art Mooney
6. 10645—LONG GONE LONESOME BLUES — Hank Williams
7. 10696—WHY DON'T YOU LOVE ME — Hank Williams
8. 10713—BIRMINGHAM BOUNCE — Art Lund
9. 10352—LOVE SICK BLUES — Hank Williams
10. 10637—IT ISN'T FAIR — Bill Farrell

Mercury Pressing 6000 to 8000 Records Daily in Canada

Canadian operators will be interested to know that the popular Mercury discs are being pressed right here in Canada at the Newmarket Plant of the Siegel Dist. Co. Ltd.

Here is located the Mill Room and the Plate Room where all of the "biscuits" are made.

Presently being produced are 33⅓ long playing records, also 45 r.p.m. and Children's 7" records.

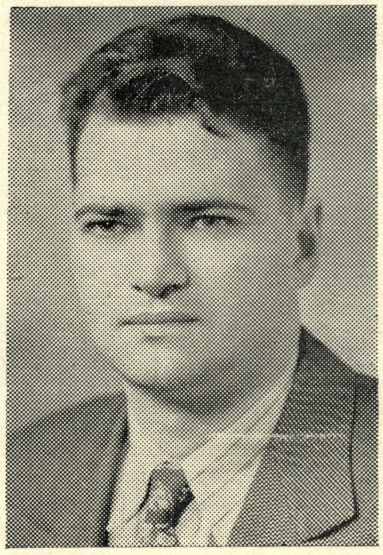
Aside from the very important fact that Mercury labels carry the top artists . . . is the point that when you order records from Mercury you get service PLUS and any amount of title strips.

Al Siegel and his sales manager, Art Lipton, are to be commended for the service they are rendering to the ops across Canada.

"SOLOTONE MUSIC is HOT" says Marty Morosnick of Winnipeg Coin

SOLOTONE MUSIC combining Radio and Selective Music is in big demand at Busy Spots like above.

ERIC LIEBMAN, head of Liebman Enterprises, who with Bill Fielding has one of the Largest Arcades in Canada at Wasaga Beach



ALLAN PULLMER announces Big Phonograph News in this issue—

Tips on Operating Music

● When a location changes ownership, get the former owner to introduce you to the new location owner personally. This will usually give you a good sendoff with the new man.

● Checking a phonograph on the rounds should include replacing burned out lights, removing worn needles and scratchy records and oiling of the mechanisms. Be sure not to overfuse any section.

● Sell the location on the fact that for the six square feet of space given to the phonograph, it is the greatest income source for the amount of space occupied in the establishment.

● Study a location carefully to get good sound distribution. Equipment is sold today so that a location can be given the best of service on this point.

● The nickel is the biggest selling point for automatic music. For a nickel the average working-man, who can't afford to go to a night club, can hear the same music as played by a name band in the big night spots. His nickel buys all this in the favorite tavern or restaurant, or even his neighborhood drug store.

● The operator is not in business to select records to please himself. The one big question is whether a record will make money when placed in a box on location. Personal taste has nothing to do with it, except that an operator tries to gauge the pulling power that a record will have when offered to the public.

● It may even pay to spend 20 minutes more at a stop to check records carefully in order to be sure and remove any that show signs of wear. If a record is drawing good play and yet shows signs of wear, some operators say it is worth replacing with a new record of the same tune, rather than leave the record on the machine that shows signs of wear. If records are replaced promptly when showing signs of wear, an operator will need to work out some system of getting as much as possible for his old records.

● One excellent way to reduce costs is to deduct 50 cents for each new record placed on a machine, in addition to the regular commission split. This calls for some salesmanship and tact in handling the location owner, depends too on competition and the plan of commission split, but some operators do deduct for new records.

● Often a dollar or two left with a waitress or cashier in such spots as sandwich shops, hamburger places and so on, to start the phono play at opportune times will hike the play in such locations in a surprising way. It is worth trying in many of the smaller spots on any route.

● Give the job of selecting records to one person, instead of letting each route man do the selecting of his records. The one person can then give more study to records and specialize in that work. The one-man route, of course, means that the operator himself must study records as well as all other parts of the business.

● Help route men to avoid arguments with locations on what and how many records are to be changed in a machine. Some of the trade associations furnish lists of records that are known to be hits in an area and these should be carried on routes to show to locations. Locations should be considered for the requests they make, but arguments should be avoided also.

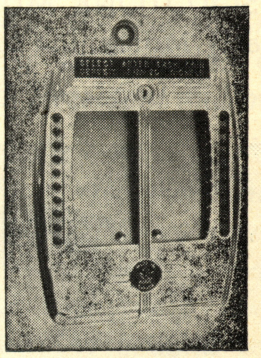
● Every operator has his own ideas about doing business, his own specialties, and he must work to profit by his own individual opinions as much as possible. But it is necessary to take the suggestions and ideas of others in the same business also, and profit by them. The more ideas a music man can gather from other operators, the better prepared he will be to build up his own route.

● Cardboard sheets may be used in cartons to separate the records for each location for route men to take out. Some operators plan on five or six new records for each machine every two weeks.

● The best locations usually go for name artists on recordings. The lesser locations pay more attention to the tune than the artist, and the lower priced recordings may be used for the spots that do not insist on name artists.

● Now that better merchandising of music is being talked at conventions and in association meetings, more attention is being given to point-of-sale advertising. Associations recommend decals and placards.

Important!



Contact the following Distributors for the

New SEHL Coin Box

TORONTO TRADING POST
736-8 Yonge Street, Toronto, Ontario
DONALD FIELDING COMPANY, LIMITED
587 Bank Street, Ottawa, Ontario
G. H. MARTIN LIMITED
193 Hastings Street, Vancouver, B.C.
WINNIPEG COIN MACHINE COMPANY
277 Donald Street, Winnipeg, Manitoba
SASKATOON COIN MACHINE CO.
233 Twenty-second St., Saskatoon, Sask.
VICTORY NOVELTY COMPANY
1887 Beaubien E., Montreal 35, Quebec
JONES ELECTRIC SUPPLY COMPANY LTD.
96 King St., St. John, N.B.
NATIONAL AMUSEMENTS & NOVELTIES LIMITED
Debert, N.S.

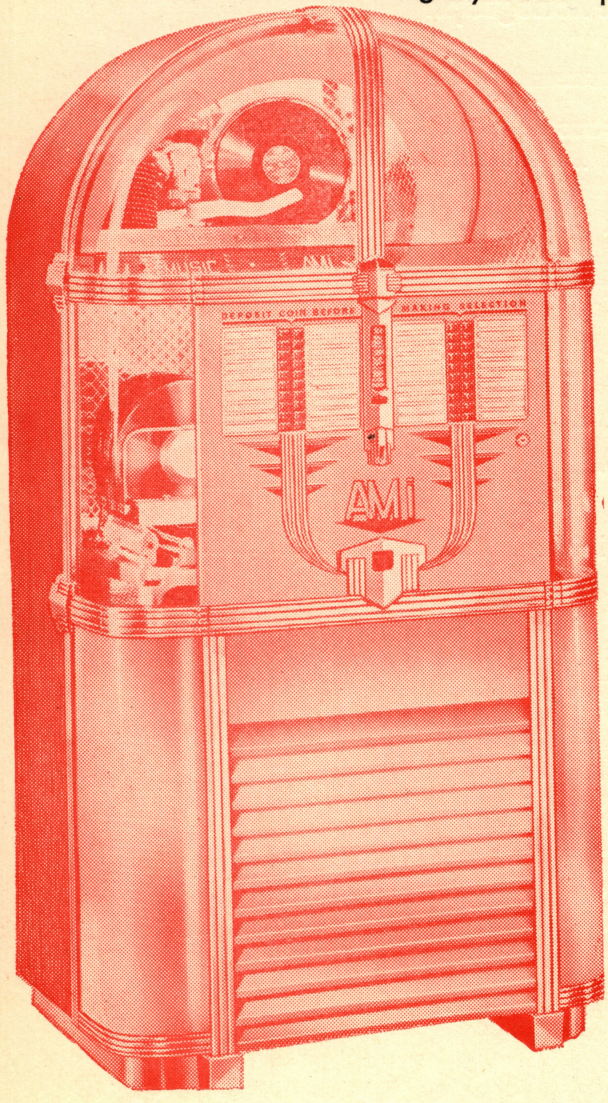
SEHL ENGINEERING CO.
136 Ottawa St. Kitchener, Ont.

SEE the "C"!

The Juke Box Built for the Operator

★ ★ ★

HERE'S THE MODEL "C" — the AMI Jukebox that will stand out in the best locations in Canada just as it does in the U. S. and other parts of the world. "C's" beauty, newness, design and exclusive features get first call everywhere, give you command of the locations, let you service them with greatest satisfaction to the stop, least expense to yourself. Beautiful Marine plywood cabinets in natural or blonde mahogany are impervious to moisture. Dome and side panels of crystal clear plastic, gleaming metal trims and transluscent grill louvers which transmit a rainbow of lavish color — all combine to attract attention and money-making play.



"C's" new sound system brings a tonal quality, a range and fidelity in both bass and treble never before duplicated in a Jukebox. Ingenious one-door servicing enables you to provide complete routine service from the front of the door. You collect, change strips and records, and bookkeep the play with "C's" play meter without ever moving from your tracks.

Famed AMI Quality

The heart of "C's" dependability, its low maintenance cost, its favor with the best locations, is the famous AMI mechanism that plays steadily on and on without service attention. It's the one thoroughly field proven record changing mechanism of its kind. See the "C" soon. You'll like it and know why we say that it's "the Jukebox built for the operator".

Now on Display at Your Distributors

AMI *Incorporated*

Central Office and Factory — Grand Rapids, Mich

CANADIAN DISTRIBUTORS

ALLAN PULLMER
Winnipeg, Manitoba
30 Buckingham Apts.

TORONTO TRADING POST, LTD.
Toronto, Ontario
736 Yonge Street

ROXY SPECIALTY CORP.
Montreal, Quebec
703 Notre Dame St., W.

Toronto Trading Post Forges Ahead Once Again !!

We have been very fortunate during the A.M.I. Distribution. This Phonograph produces VISIBILITY, MUSIC VITALITY, OPERATING PERFECTION, and the whole programme may be seen at a glance.

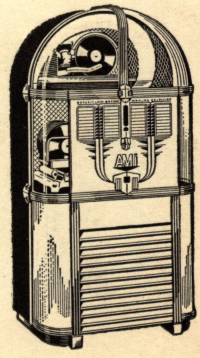
All These Features and More for $1039.00 (Mahogany) in the Model "C" Phonograph

Model "C" Blond	$1059.00
Selective Hideaway	795.00
Continuous Hideaway	495.00
Continuous Hideaway with Amplifier	595.00
Selective Mechanism with Junction and Terminal Box	495.00
Selective Mechanism — No Terminal and Junction Box	395.00
Continuous Mechanism with Junction Box	395.00
Continuous Mechanism — No Junction Box	355.00
Amivox Speaker	37.50
Auxiliary Amp.	119.50
Bargrip Brackets Complete	11.75
A. M. I. Steppers	99.50
5c and 10c Wall Box	99.50
5c Wall Box	89.50

AMI DISTRIBUTOR

Order your Pin Game Parts and be assured of absolute satisfaction

We carry a Complete Line of All *A. M. I. Parts*



Toronto Trading Post Ltd.

Canada's LARGEST Distributors

MR. ALBERT A. CLAVIR Business Manager

PHONOGRAPHS • PINBALL MACHINES • WEIGH SCALES • PARTS

736-738 YONGE STREET **Phone KI. 0186** **TORONTO 5, ONTARIO**